

**WHAT IS CLAIMED IS:**

1. An apparatus for displaying an object, comprising:
  - a frame having a front side and rear side, the front side having a first viewing window operable to display an object;
  - a card to receive indicia identifying a feature or aspect of the object; and
  - a cardholder disposed on the rear side of the frame, the holder comprising:
    - a mounting portion having a substantially planar rear face, wherein the rear face is abutted against the rear side of the frame,
    - an offset portion having a rear face that is offset from and substantially parallel to the rear face of the mounting portion, wherein a cavity for retaining the card is defined by the offset portion and the frame, and
    - a second viewing window formed in the offset portion such that the viewing window is operable to display the card from the rear side of the frame when the card is retained in the holder;
  - wherein the holder is operable to retain the card in the folded state in the cavity between the offset portion and the rear side of the frame.
2. The apparatus of claim 1, wherein the card adjustable between a folded and an unfolded state and the card comprises an inner face operable to have a message recorded thereon, wherein the inner face is substantially concealed when the card is in the folded state, and a front face operable to have information recorded thereon, wherein the front face is viewable when the card is in the folded state.
3. The apparatus of claim 1, wherein the holder is substantially concealed from the perspective of a viewer exposed to the object and the viewing window in the front side of the frame.
4. The apparatus of claim 1, wherein the card comprises a cardstock material having a paperweight of about 45-lbs to about 60-lbs.

5. The apparatus of claim 1, further comprising a guide extension that protrudes upwardly from the offset portion of the holder, wherein the guide extension is shaped and positioned to facilitate insertion of the card and is adapted to receive an inscription or other indicium on its outwardly facing surface.
6. A device for displaying an object comprising:
  - a picture frame having a front side and rear side, the front side having a first viewing window operable to display an object in the frame;
  - a cardholder disposed on the rear side of the frame, said cardholder including a cavity to receive a card and an optional second viewing window operable to display the card, said cardholder being substantially hidden when the picture frame is viewed from the front side; and
  - a card adapted to be received in said cardholder.
7. The device of claim 6, wherein the object is a photograph, work of art or a greeting card.
8. The device of claim 6, wherein the cardholder further comprises:
  - a mounting portion having a substantially planar rear face, wherein the rear face is abutted against the rear side of the frame, and
  - an offset portion having a rear face that is offset from and substantially parallel to the rear face of the mounting portion,
  - wherein the cavity to receive the card is defined by the rear face of the offset portion and rear side of the frame.
9. The device of claim 6, further comprising a guide extension that protrudes outwardly from the offset portion of the cardholder, wherein the guide extension is shaped and positioned to facilitate insertion and removal of the card.
10. The device of claim 6, wherein the cardholder includes multiple cavities for displaying multiple cards.

11. The device of claim 6, further comprising an inscription on the card identifying one or more aspects of the object in the frame.
12. The device of claim 6, wherein the cardholder is integral with the frame.
13. The device of claim 6, wherein the card has a multi-panel construction, adapted to fold about one or more score lines.
14. A method of identifying an object in a frame, comprising:
  - providing a picture frame having a front side and rear side, the front side having a first viewing window operable to display an object in the frame, said picture frame having on its rear side a cardholder including a cavity to receive a card and an optional second viewing window operable to display the card, said cardholder being substantially hidden when the picture frame is viewed from the front side;
  - providing a card adapted to be received in said cardholder;
  - inserting an object in the frame;
  - transcribing on said card information identifying one or more aspects of the object;
  - inserting said card in said cardholder; and
  - displaying said frame such that the cardholder and card are substantially hidden from view in normal viewing conditions.
15. The method of claim 14, wherein the object is a photograph, work of art or a greeting card.
16. The method of claim 14, wherein the cardholder further comprises:
  - a mounting portion having a substantially planar rear face, wherein the rear face is abutted against the rear side of the frame, and
  - an offset portion having a rear face that is offset from and substantially parallel to the rear face of the mounting portion,
  - wherein the cavity to receive the card is defined by the rear face of the offset portion and rear side of the frame.

17. The method of claim 14, wherein the cardholder further includes a guide extension that protrudes outwardly from the offset portion of the holder, wherein the guide extension is shaped and positioned to facilitate insertion and removal of the card.
18. The method of claim 14, wherein the cardholder includes multiple cavities for displaying multiple cards and wherein the method further comprises inserting multiple cards into the respective cavities.
19. The method of claim 14, wherein the cardholder is integral with the frame.
20. The method of claim 14, wherein the card has a multi-panel construction, adapted to fold about one or more score lines, and wherein the method further comprising folding the card to conceal the message before inserting the card into the cavity.